

Policy, Politics, & Prevention

Working Towards Improving Health Outcomes

8:45 REGISTRATION/CONTINENTAL BREAKFAST

9:15 WELCOME AND REMARKS

Lavell Thornton, SCDHEC, State Director of Public Health Education
Dr. Lisa Waddell, SCDHEC, Deputy Commissioner for Health Services

9:30 OPENING ADDRESS

Health Policy Development – Making It Happen

Cara V. James, PhD, Senior Policy Analyst
Kaiser Family Foundation, Washington, DC

John Desser, BS, Deputy Assistant Secretary for Health Policy
US Department of Health and Human Services, Washington, DC

Policy development is a core public health function. Information gathered from assessment activities is used to develop policy at all levels. This session will highlight the basics of health policy development and key strategies used in the process. Health care disparities and access to health services will serve as strategic examples from the private foundation and federal perspectives.

11:00 BREAK

11:15 Walking the Line: Education/Advocacy vs. Lobbying:

Laura Evans, JD, Attorney at Law
Pratt-Thomas Law Firm, Charleston, SC

This session examines the distinct differences between lobbying, educating, and advocating. Clarification will be made on the do's and don'ts for persons working in the public and private sectors.

12:15 LUNCHEON AND AWARDS

Remarks - *Shelley Hamill, PhD, CHES, SCAAHE President*
CHES Recognition
Health Education Awards Presentations (2006 and 2007)

2:00 PANEL PRESENTATION - Facilitating Community Change

School Wellness – Healthy Children Learn Better

Lynn Hammond, BS, Director SC Healthy Schools
SC Department of Education, Columbia, SC

Clearing the Air with Smoke-free Environments

Hellen Dekle, M.Ed, Secondhand Smoke Prevention Policy Coordinator
Mary-Kathryn Craft, MA, Public Information Coordinator
Division of Tobacco Prevention and Control
Bureau of Community Health and Chronic Disease Prevention

Working Together Beyond the Cure: The Amaya-Lacson TB Photovoice Project

Romel S. Lacson, MPH, Founder and Director
The Amaya-Lacson TB Photovoice Project

Collaboration and partnership are key factors in creating community change. The panel will describe health policy and environmental change success stories in the school and community environments. Lessons learned in the collaborative process will also be shared.

3:00 Critical Times for HIV/AIDS Policy

Christopher H. Bates, MPA, Acting Director, Office of HIV/AIDS Policy
US Department of Health and Human Services, Washington, DC

These are critical times for people living with HIV (including AIDS) in our state and nation. There are increasing needs for prevention, treatment, and care services. This session will highlight national policy initiatives as we work towards changing norms at the systems level.

4:00 EVALUATIONS/CLOSING

This conference is a special event in observance of
National Health Education Week 2007

Conference Sponsors

SC DHEC Office of Public Health Education
SC Governor's Council on Physical Fitness

Planning Committee

Program Chair, Catherine Lamkin, MPH
CHES Committee Chair, Suzette McClellan
Awards Committee Chair, Page Rogers
Region Directors of Health Education
Central Office Health Education Consultants



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2007 Statewide Health Education Conference

October 16, 2007

Radisson Hotel Columbia and Conference Center
2100 Bush River Road, Columbia, SC 29210